

"Our farm business took a marked upturn last fall"

32 THE COUNTRY GENTLEMAN September 10, 1921



12 months to pay
—and at reduced prices

No need to wait any longer. Equip your farm with electricity right away. A small payment down starts the dependable Western Electric Power and Light Outfit working and saving for you.

For some idea of what Western Electric Power and Light can do, study the pictures in the squares above.

This powerful outfit is certainly a helper you can count on night and day to handle some of your heaviest barnwork, and housework too.

And remember that when you buy Western Electric Power and Light you are investing in a time saver and labor saver that in many cases pays for itself in a year.

Western Electric Power and Light gives you all the electric lights you want—running water in the house and barn—plenty of electric power to do your barnwork, and housework too.

Mail this coupon

Western Electric Co.
110 William St.
New York City.

DEALERS:
Some good territory
still open.

**Western Electric
Power & Light**

The upturn in the Western Electric Company's farm business began with this advertisement.

writes the Western Electric Company. "It was coincident with our making THE COUNTRY GENTLEMAN the backbone of our advertising campaign.

"Our farm power and light market is among a growing class of farmers who want modern comforts and labor-saving conveniences.

"We made an investigation to learn from farmers and dealers themselves the best medium for reaching these leading farmers.

"We found THE COUNTRY GENTLEMAN read by the country's most progressive farmers and dealers. Results produced by it have been very satisfactory and it gets first consideration when national farm publications are chosen to carry our advertising."

The COUNTRY GENTLEMAN

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA
The Saturday Evening Post The Ladies' Home Journal The Country Gentleman